Content creation with your smartphone

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**MÉDIA ÉS KULTURÁLIS
EGYESÜLET**

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Preface

Tamás Proczeller, president of the Association of Young Local Patriots

For the Association of Young Local Patriots, it is very important to create common points between the very young, those who have been young for a while and those who have been young for a long time. We believe that generational differences not only exist, but if we don't care and deal with them, they can even cause fractures in our society. The most obvious example of this is digitalization, which is developing at an almost impossible pace. For these reasons, we are extremely happy that we successfully applied for the implementation of the CDCCE project, and also that this manual could be realized within the project, which guides the reader from the most traditional basics to the most modern free image and video editing programs.

I would like to thank all the editors and writers of our publication for making this manual possible! I am confident that reading it can give real progress, starting from traditional tools and practices to the quality creation of the latest online content!

László Gubík, president of the Marthos Civic Association:

"Promoting the participation of young adults in civic life and community activities, developing the digital skills of young adults, using digital skills to take a stand on social issues."

These formulated thoughts are among the set goals of the CDCCE project, even though they could also come from the expected results of one of the subjects of the Esterházy Academy. We consider it very important that in the course of our work we not only achieve these effects among our own students, but also make the knowledge accumulated by our instructors and experts available to a wider audience by participating in various projects. That is why we were happy to join the CDCCE project and why we consider it very useful that anyone can access the tips and practices collected together with our partners in Slovak, English and Hungarian by studying this manual!

Concepts

01

Before we get into the basics of content creation and its smartphone solutions, there are several concepts that are essential for any would–be content creator, whether it's about text, photo or video.

communication

Communication is nothing more than the **process of transferring information** using a **common set of signals**. Communication can be **unidirectional or multidirectional**, so it **does not necessarily involve the exchange of information**. One–way communication is when the sender is always the sender and the receiver is always the receiver, and the process can not be reversed. Information is exchanged when the pattern is reversed from time to time and the receiver becomes the sender and the sender becomes the receiver. A sender can send a message to several receivers at the same time.

channel

coding   decoding

message

sender   **reciever**
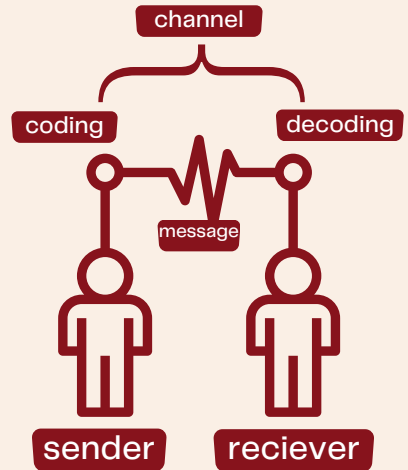
information

A series of signals, arranged in time and/or space, composed of a set of signals with a particular statistical structure, by which a sender transmits data about the state of a thing or the course of a phenomenon, which are received and interpreted by a receiver. Information is anything that can be encoded and transmitted over an appropriate channel. Information is anything that informs. Information must be timely, accurate, relevant and has to enhance understanding.

source of information

The information source provides information. Documents, speeches, videos, websites, photographs and people are all examples of sources of information, as are media, such as newspapers or various radio programmes.

• Glossary of film and media terms. Korona Kiadó, Budapest, 2002. p. 251.
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• DWA-MIL Guidebook (https://www.dw.com/en/media-and-information-literacy-a-practical-guidebook-for-trainers-third-edition/a-42423367)

media

The term is derived from the Latin word medium, which means: instrument, medium, middle. The plural is media. The systems of means for displaying, recording and communicating information are called media, and the combination of these is called the medium. However, the word media is most often used to refer to the means of mass communication.

In a narrow sense: the sum of all public forums in the forms of expression of the press, radio, television and the World Wide Web.
In a broad sense: a system of means used to record and transmit information. In addition to the press, radio, TV and the web, the media world also includes CDs, DVDs and video systems, smartphones, notebooks, tablets, the applications that they run, various marketing tools (leaflets, billboards, product labels, banners), etc. It can also include simple oral communication, conversation.

There is a related linguistic debate in Hungary: many people think it is wrong to say "media", because the Latin word is plural, so it cannot be pluralised again. In singular, we say: „médium". Others, however, say that the term media is already established in Hungarian language, similar to the plural words foil, trophy or alternative, so it can be pluralised. In Hungarian, the word 'medium' was originally used to refer to persons mediating between humans and the spiritual world, which confuses the new interpretation.

mass media

Mass communication refers to communication processes in which a sender transmits a message to several receivers, or even to masses of receivers, at the same time. It is understood as communication to the masses, informing and influencing the masses, shaping public opinion of millions and connecting to the masses. In contrast to direct information exchange, indirect, one-way information transmission is a type of communication that is linked to the modern age and appeared only with the emergence of mass societies.

The term is - according to many - becoming obsolete. Today, it is no longer a matter of a few informing the masses, as blogs, social networking sites and mobile communication have made the process more complex, so one-way communication is by now nearly a thing of the past.

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traditional media vs. new media

One popular way of categorising media is on one hand traditional or analogue media and on the other hand digital or new media. The watershed moment is the computerisation and digitisation that took place in the late 20th and early 21st centuries. Pre-existing media are sometimes referred to as "traditional media" and those invented later as "new media".

print media

books, newspapers, magazines

digital media

internet (news portals, thematic portals), e-mail (newsletters), social media, blogs

audio media

radio, recorded music, CDs, MP3 audio files

visual media

films, television, photographs, drawings

audiovisual media

There are experts who group all media according to the activity of media consumers.

hot media

internet: we can use search terms to control what we want to talk about
video games: we react or take the initiative, especially in strategy games

cold media

television: we watch passively, more or less at the mercy of what **is on offer radio:** we can change channels at most, that's all we have.

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news

it is information that has been verified and proven to be true; it may be interesting to the public; it is the result of a specific professional process: news editing.

The most important task in news editing is to determine the news value.

These increases the value of the news:
- the actuality, freshness of the event, happening, action,
- the prominence, position and influence of the people in the news,
- geographical proximity,
- the uniqueness, unusualness, surprise or shock of the event, occurrence or action,
- the thematic context, i.e. whether there is a history of the news,
- the interesting and entertaining nature of the information

What is the topic?

Any topic or issue can be a topic that journalists or social media users can report on. Professional journalists often focus on specific subject matters that are of particular interest to them, such as culture, sport or the environment. Over some time, they accumulate expert knowledge in these areas and know where to turn to find interesting news in these areas. Their job is to find out whether a particular topic is newsworthy at a particular time and in a particular media. Topics can become good stories because they are new, or contain new facts or ideas that are relevant to media users. Many topics are covered regularly because they are always of interest to the audience, such as politics, weather, transport or crime.

When is a topic news?
- if new (discovered, presented, found, designated, awarded, etc.)
- if you are emotionally involved (mother, child, sick, elderly people, dogs)
- when it comes to secrets (that someone wants to hide)
- if it is related to a popular topic (tabloid)
- if it amuses you (humour, story)
- if it harms an interest or involves a conflict (war, tax)
- if it relates to an event of public interest, a famous personality

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- the basic unit of information
- basic genre, fresh, it's in the public interest, important, describes **who/what, where, when, why, how, what happened**
- fresh, up–to–date information
- is of public interest
- it is processed (the basic info is supplemented with background info)
- impartial (objective, factual)
- the journalist's person, his or her impressions and opinions are not published
- data–driven, concise, precise, simple, clear, has an understandable structure

Title - Makes it understandable without images and subtitles, because popular news sites only display titles

Lead - The basic facts You can also use it on the front page as a recommender. Maximum one paragraph long. This will sell the article.

Explanation - Explaining the facts of the lead, from the same point of view Shorter sentences One paragraph - one thought. The subtitle is also expressive.

Background - Additional information for understanding, indicating the source.

Links - A mandatory element of web articles. Its text should be interpreted as a title.

○○○Ringier

Lead

Kifejtés

Háttér

Max. 1500-2000 leütés

Fordított piramis

ⓘ
- **small news:** answers the four basic questions (who, where, when, what)
- **news explained:** +why, how
- **"minus sign" news:** in blocks, one below the other, originally separated by a minus sign
- **"ma":** typographical highlighting (bold, capital) of the first words that carry the most important information instead of a minus sign

💬 **News formula (5W+1H)**
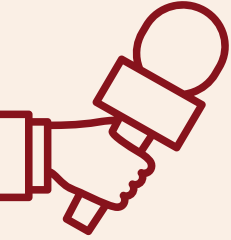**A news must answer at least the following four questions starting with W:**
- **Who?**
- **What?**
- **When?**
- **Where?**

If space and available information permit, the editor may extend this by answering two more questions:
- **Why?**
- **How?**

interview

The most natural and oldest way of exchanging information is for two people to talk to each other, and from this basic position the interview is born.

- **Interview:** comes from the English word "interview", which was originally meant to arrange a meeting for the purpose of negotiating or discussing with someone. When a journalist conducts an interview, he or she is talking to someone about a subject that may be of public interest (not necessarily just two people).
- **Interviews can be both a genre and a method of collecting material (e.g. job interviews, surveys, etc.)**
- During the interview, the journalist draws on his or her own experience and knowledge, and gets information directly. This can be incorporated into reporting, information, for authentication or questioning, or incorporated into the written word in a dependent spoken or verbal form.

Interview tpyes:

- **Grouping type 1:** Radio, television, written press interview
- **Grouping type 2:**
  - **designed to provide information:** itis then addressed to an authority on the subject, thus providing the necessary information and making it more credible.
  - **interviewing a person:** the primary purpose is not to disclose new information, but to give a deeper meaning by focusing on the personality of the subject, by drawing a portrait of him/her during the interview. It is then important to get all the information about the subject and to know why you are interested in him or her.

It is not good to focus merely on the subject only, it may for example happen that during the interview the person says something that he/she does not want to be included in the interview, in which case we stop the recording. A lot depends on the personality of the journalist, what he can get out of the subject.

REPORT VS. INTERVIEW

- **reportage:** the journalist is also present (as by the reporting), but here we learn about the event through the journalist's actions and from the participants.
- **interview:** the journalist asks questions about a topic, but only has a mediating role.

Photography

Before we get into the basics of content creation and its smartphone solutions, there are several concepts that are essential for any would-be content creator, whether it's about text, photo or video.

photography

Photo or photography is the recording of visual information conveyed by light using technical means (camera, light-sensitive material, etc.). It derives its name from the Greek φωϚphos ("light") and γραφιϚgraphis ("drawing"), meaning "drawing with light" or "light drawing". **In a broad sense, photography can also be included in the concept of media.**

photo

A photograph is a still image that contains only visual information. It is the capture of light falling on an object (person, object, event, landscape, etc.). Photos can be taken with a camera, webcam or smartphone. These devices have lenses that transmit light for a certain period of time, typically a fraction of a second. The light is recorded on a photosensitive material, usually an electronic chip. Photographs are now used in a wide range of media.

(i) Why are photos important?

Photos provide visual information – information that we perceive with our eyes. The visual sense is usually predominant by the humans – comparing to e.g. hearing, smell or touch. **More than 80 percent of the information that reaches our brain is visual information.** We process visual information such as photographs and pictures much faster. They trigger strong emotions and we are strongly attracted to emotions. **Social media is unthinkable without images.** Images capture people's attention and social media users often post pictures of themselves ('selfies'), their family and friends.

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Composition rules for photographs are guidelines and quality criteria that can help the photographer enhance the impact of the photograph.

Contrast: sharp differences between dark and light colours, or contrasting colours make it easier to see shapes and contours.

Perspective: Is the image taken from above (bird's eye view), at eye level or from below (frog's eye view)? From bird's perspective the subject looks small, cute or even helpless. A frog perspective makes the subject look large and powerful, perhaps dominant or even threatening.

Resolution: it's given in megapixels (MP), and the theory says: ‚the bigger – the better", but the reality is a little different. One advantage of a higher resolution is that the electronics may be able to combine many small pixels into "superpixels", resulting in a less noisy image. This can be important for night photography.

Aperture value: the value indicates how much light is reaching the sensor. It is given in F–value (for example: f/1.9), and according to theory ‚the smaller – the better". The lower this value is by a camera, the less noise and the clearer are the images captured in the dark. The aperture, or diaphragm, is a circular opening of variable diameter through which light enters the image sensor. By varying the diameter of the blend, you can control how much light reaches the sensor.

f/1.4   f/2   f/2.8   f/4   f/5.6   f/8   f/11   f/16
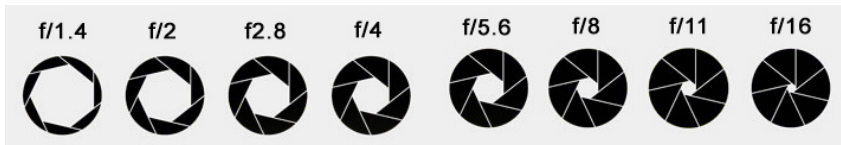
Depth of field: when you take a photo, you always focus somewhere, and that point will be the sharpest in the photo. Depth of field determines how much of everything in front of and behind your focal point is sharp. The smaller the aperture number you use (e.g. f/2), the less area around your focal point will be sharp.

F1.8   F4   F8

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- Taking photos with your phone? That's what you need to watch out for! The secrets of mobile photography for the layman (htthttps://techworld.hu/2021/02/20/mobilfotozas/)
- htthttps://fotozasblog.hu/digitalis-fotozas/#rekesz

Shutter speed: the shutter speed is the amount of time the camera allows light rays to enter the image sensor. Simple compact cameras do this by activating the image sensor itself for the specified time interval. More sophisticated SLRs have a separate shutter mechanism. When you press the shutter release button, the shutter opens, the light enters the sensor, and after the specified time, the shutter closes and the process is done.
A typical shutter speed is 16 – 1/2000 sec. This means that your camera can have a shutter speed of 16 seconds and 1/2000th of a second. These are the two limits, you can set a lot of shutter speeds in between, the exact value of which is standard, so you can use the same shutter speeds on almost all cameras.

Shutter time	Usability
1/8000 - 1/4000	You can „freeze" very fast movements also: plane, train, racing car.
1/2000- 1/1000	Fast movement: sporting event, car, birds
1/500- 1/250	Normal movement: people making everyday movements
1/125	This is the limit, do not use a slower shutter speed to freeze movements
1/60-1/30	This is a limit again in the sense that with a slower shutter speed than this it is difficult to prevent the machine from moving. Try to shoot stationary objects if possible.
1/15 - 1/2	You need a tripod for such a shutter time. You're either bracing the image with a flash, or deliberately making a composition that moves.
1 - 16	For astro photography, light effects photography, in low light conditions.

Optical zoom: the only form of magnification that makes sense, as it allows you to zoom in on specific subjects without loss of quality. The bigger the better – by the definition.
Digital zoom: the electronics take it and simply cut a detail out of the image you see. In other words, there is no real magnification, it always degrades the quality of the image.

Original   **10x optical**   **10x digital**
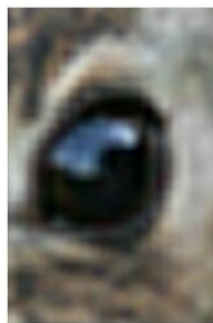
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- htthttps://fotozasblog.hu/digitalis-fotozas/#rekesz

important concepts

Manual focus: some phones allow the user to set or lock the focus. This feature is rarely used in everyday life by the average person. In our experience, not many people feel like fiddling with the settings and the menu when taking a photo. We don't use our mobile phones for artistic purposes, but to quickly take an acceptable photo at any time.

Autofocus: The electronics adjust the focus, i.e. the sharpness of the image. There are different technologies. Laser focus, for example, is useless at long distances, but works very well in the dark and is fast. PDAF (phase detection AF) focus is very good for fast movements and can be used at long distances, but is a bit slow and performs poorly in low light. Contrast-based focus is very good for stills and detailed environments, but is useless in low light and not great in motion. It's the best when a hybrid focus is built into a phone because it combines the advantages of each method, although this obviously comes at an extra cost.

ISO sensitivity: on digital cameras and smartphones, you can adjust the sensitivity (ISO), fortunately with a button (or menu) instead of inserting a film. The standard default value is ISO 100, and doubling that will take you up to the maximum allowed by your device. On most cameras you can set intermediate values in addition to the default. Unfortunately, as you increase the sensitivity, the noise in your image increases.
Digital noise is nothing more than tiny particles, mismatched dot defects or colour errors. If the ISO is set one level higher, the electronics double the signals from the image sensor, but then not only the clear signal but also the noise is amplified.

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- htthttps://fotovideo.blog.hu/2017/04/26/a pine cone holy holy hare sack compartment zarido es pine cone
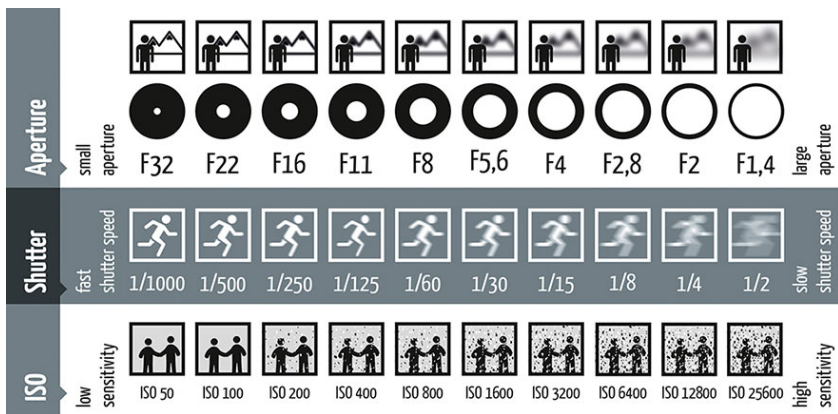
Daniel Peters's infographic on the possibilities of aperture, shutter speed and ISO
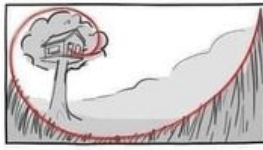
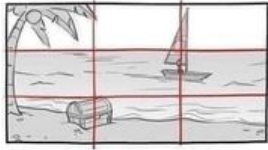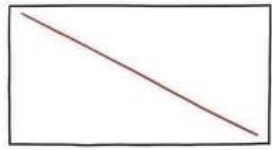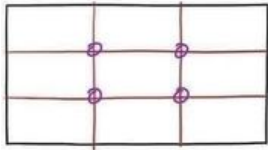

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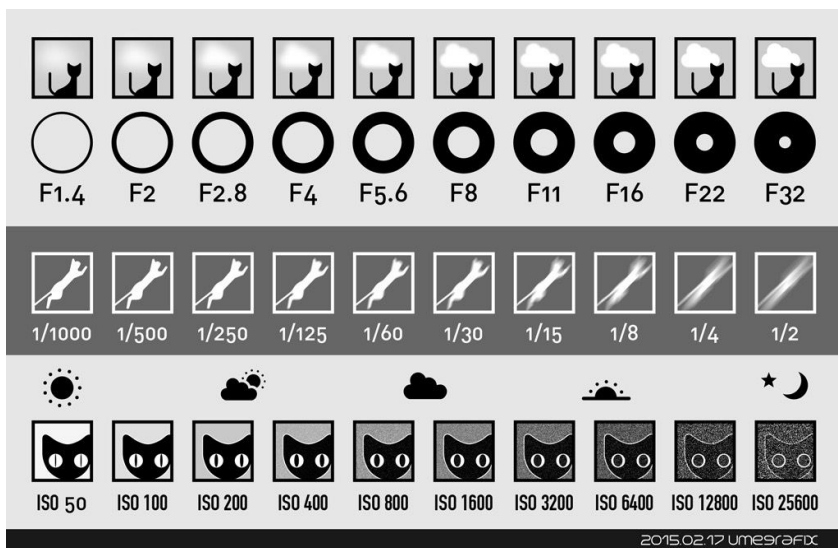
(i) Forms of the images

Photos can be captured in one of the following formats, depending on the device – JPEG is the most common extension for smartphones.
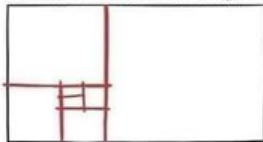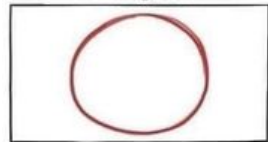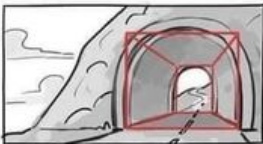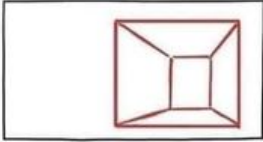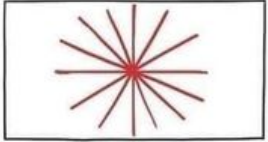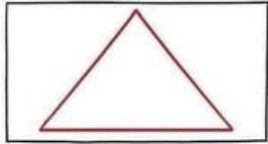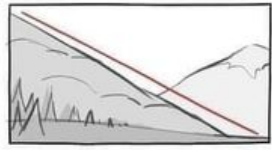
• https://fotovideo.blog.hu/2017/04/26/a_fenykepezes_szentharomsaga_rekesz_zarido_es_fenyerzekenyseg

Examples of composition

Examples of composition

Playing with shadows, using a filter

A "corner–free", continuous background can be easily simulated with some cardboard and a rag.

A little trick for the perfect overhead–view Instagram photo.

- https://liked.hu/fotok/20-egyszeru-de-zsenialis-fenykepesz-trukk/
- boredpanda.com

A spectacular yet simple play on perspectives

- https://liked.hu/fotok/20-egyszeru-de-zsenialis-fenykepesz-trukk/
- boredpanda.com

Sunglasses as a "filter"

photographer tricks

Use simple tools you can find at home for additional effects, such as this clothes steamer.

Cardboards cut used for unique style bokeh–effects:

- https://liked.hu/fotok/20-egyszeru-de-zsenialis-fenykepesz-trukk/
- boredpanda.com

- https://www.magyarhirlap.hu/eletmod/20200611-mobillal-is-keszithetunk-latvanyos-fotokat

photographer tricks

• https://www.magyarhirlap.hu/eletmod/20200611-mobillal-is-keszithetunk-latvanyos-fotokat
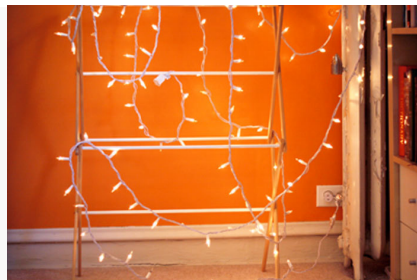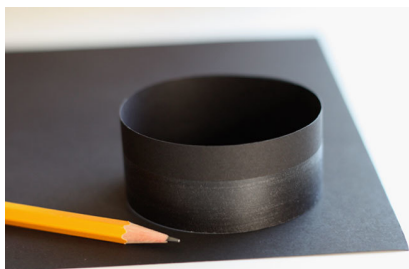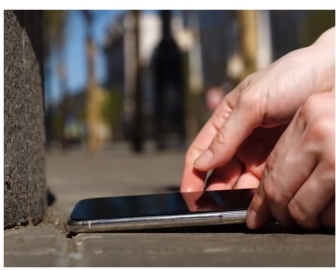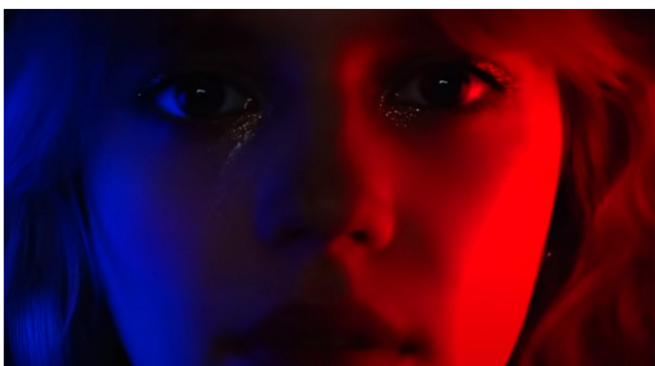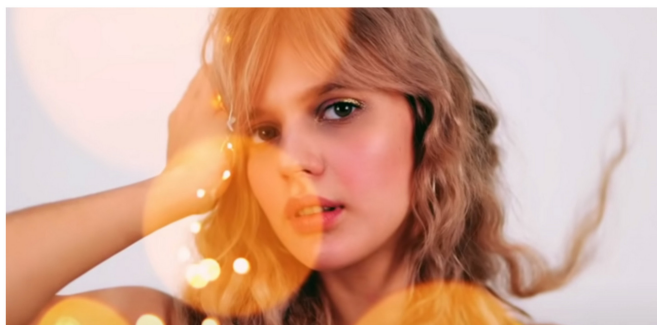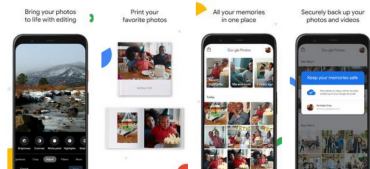
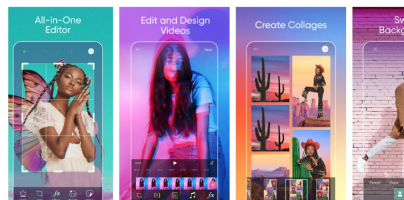# photo apps

Snapseed
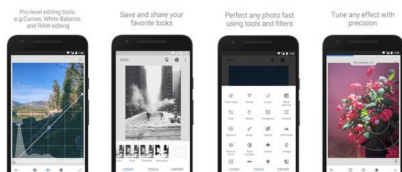
Adobe Lightroom
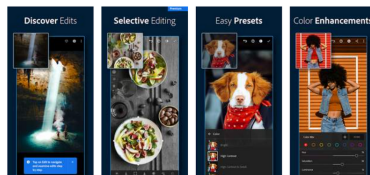
Adobe Photoshop Express
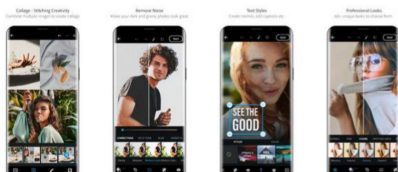
Canva
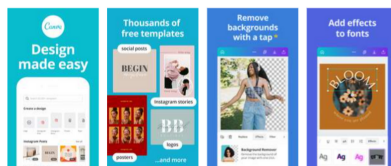
VSCO
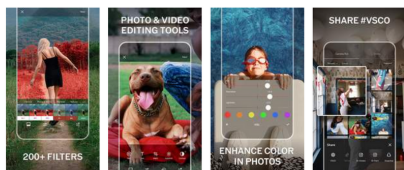
Google Fotók

Picsart

Pixlr
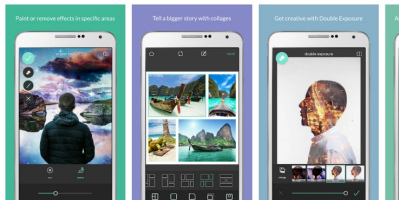
photo collections for free use

- https://icons8.com/
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- https://www.raumrot.com/
- https://stocksnap.io/
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- https://www.reshot.com/
- https://unsplash.com/
- https://photos.bucketlistly.com/
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- https://www.freeimages.com/
- https://picjumbo.com/
- http://www.pixabay.com/
- https://mmt.li/
- https://focastock.com
- https://jaymantri.com/
- https://picography.co/
- https://snapwiresnaps.tumblr.com/
- https://magdeleine.co/

- https://cegarculat.hu/jogtiszta-fotok-ingyenes-leleohelyei-akar-kereskedelmi-celra-is/
- https://www.webshopexperts.hu/labor/22-weboldal-ingyenes-fotok-letoltesere/
- https://hwellkft.hu/ingyenes-kepek-letoltese

Videos

Mielőtt belevágnánk a tartalomkészítés alapjaiba, valamint okostelefonos megoldásaiba, érdemes több fogalmat is bemutatnunk, amely valamennyi leendő szöveges, fotós vagy videós tartalomkészítő számára elengedhetetlenül fontos.
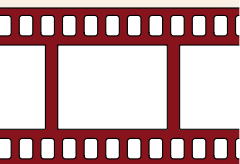
video

Video is an electronic means for recording, copying, playing, broadcasting and displaying moving visual media. Video was first developed for mechanical television systems, which were quickly replaced by cathode ray tube (CRT) systems, which were later replaced by several types of flat panel displays.

ⓘ Forms of videos

Video systems in terms of display resolution, aspect ratio, differ in their update frequency, colour capabilities and other properties. Analogue and digital versions exist and can be carried on a variety of media, such as magnetic tape, optical disc, computer file and stream.

The video recordings are made with different tools, for example with a video camera, digital camera or smartphone.
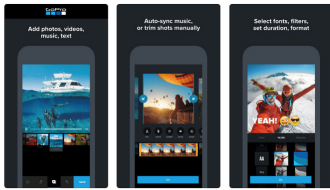
AVI ASF MOV AVCHD DivX FLV

MPEG MP4 WMV H.264 MKV SWF

MP4

Depending on the device, video can be recorded in one of the following formats – the .mp4 extension is the most common for smartphones.
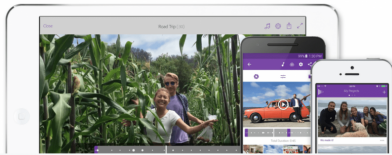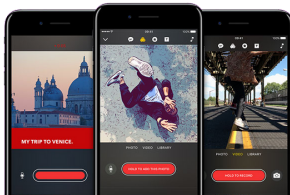
Quik

WeVideo

Adobe Premiere Clip

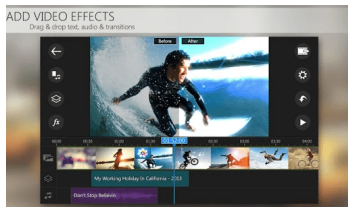## iMovie

Clips

Cameo

PowerDirector

Canva

• https://videoszerkeszto.com/a-21-legjobb-videoszerkeszto-app-android-iphone-es-ipad-re/
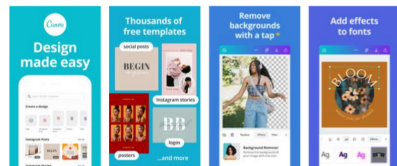
Facebook

Profil   1080x1080px

- Recommended image size: 1080x1080 px
- The optimal aspect ratio is 1:1
- The image must be at least 180x180 px in size
- Displayed in Facebook profile at 160x160 px
- All other places: size 32x32 px

1080x1080px (1:1 arány) Min. 180x180px

Desktop: 820x312px

Mobil: 640x360px

Cover   820x312px

- Displayed in 820x312 px on desktop browser
- Facebook automatically enlarges any image smaller than this
- Minimum size: 399x160 px

1200x627px

Shared link: 1200x627px

- recommended size: 1200x627 px
- max width of a picture in the news feed: 470 px

1200x630px

Shared pictures: 1200x630px

- recommended size: 1200x630 px
- max width of a picture in the news feed: 470 px

360° Marketing

Instagram

Profil   110x110px

- recommended picture size 1060x1060 px
- recommended aspect ratio 1:1
- it should be taken in account that it formats the picture's edges so the "useful" content has to be placed in the middle.

110x110px

1080x1080px

- Recommended image size: 1080x1080 px
- Minimum: 161x161 px
- the optimal aspect ratio is 1:1
- all the pictures with smaller resolution will be upscaled by the Instagram and that can led to quality damage

161x161px

360° Marketing

- https://360-marketing.hu/blog/facebook-intagram-kepmeretek/

Content creation with your smartphone